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**ABSTRACT**

The described invention is an unique universal ink jet media. The invention incorporates a unique barrier layer based upon UV or EB curable chemistry which replaces common polyethylene extruded bases. The invention

5 also incorporates multiple ink receptive layers. The first layer is based upon gelatin and/or polyvinyl alcohol (PVOH) chemistries and gives the invention excellent ink drytime. Poor drytime is a common problem which leads to smudging and print defects, especially as ink jet printer speeds increase as technology improves. The high ink absorbency of the invention also makes this

10 media well suited for wide format ink jet printers. The next ink receptive layer(s) are based upon pigmented, cellulose chemistry which reduces the tack of the sheet and gives the sheet good waterfastness. This is important for the end use in that the sheet may be frequently handled and exposed to dampness. Another unique property provided by the next ink receptive layer(s) is excellent print quality

15 across a wide range of printers and ink sets (both dye and pigmented), in which other media perform poorly. A final unique property is an anti-curl coating which resists curling as the ambient conditions change from cold and dry to hot and humid.

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